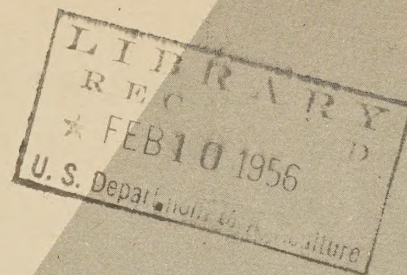


62.117  
*John's*

PLANTS SEEDS BULBS  
Apopka, Florida

1956  
Return Postage Guaranteed

SEC. 34.66 P. L. & R.  
U. S. POSTAGE  
1½¢ PAID  
APOPKA, FLA.  
PERMIT NO. 4



Special  
**GUARANTEED**  
money making  
opportunity



Library  
U.S. Dept of Agriculture  
Washington 25, D. C.







here's why  
you'll make  
extra money

You'll be *delighted* with the way this carefully selected assortment of lush green foliage indoor plants moves off your counters.

You see, our quarter-century of leadership in this business taught us that your customers **WANT** well-grown, thickly-leaved indoor plants like these, all in colorful Plastic Pots.

Every plant and variety in this sensational assortment has passed the acid test of public preference—and now you can sell them at remarkably low prices, with 100% or MORE profit for yourself.

Just dress up your place with these sturdy plants. The extra money you'll make will speak much louder than anything I could say.

#### ▲ AZALEAS

This indoor growing plant is the popular Dwarf Kurume type. Planted in 3" and 4" pots, these colorful Azaleas come in bud and bloom.



#### REAL GARDENIA

This florist-type Gardenia is a pot-grown bush covered with large buds and abundant glossy foliage. The stately Amaryllis was grown from bulbs which flower within 3 to 5 weeks after planting.

rely on my  
100% guarantee

I take all the risk. I **GUARANTEE** that you'll at least double your money within 30 days. I don't hesitate to make this 100% Guarantee of Satisfaction, because I know what my healthy, vigorous evergreen plants will do for you.

My Guarantee is backed by my reputation for fair dealing, earned over 25 years of supplying plants to scores of thousands of business firms.

Just **SEE FOR YOURSELF** how fast you'll sell this special early-season assortment—how little bother it is—and how pleased your customers will be.

Then you'll understand how I can afford to make this sensational guarantee . . . the broadest in our entire history . . . you **MUST** make money or you owe me **NOTHING**.

**NOW!**

Every plant in John's assortment comes to you in a colorful plastic pot, for greater ease in handling, and for more attractive display.









you'll take  
just as much pride  
in this as we do

This rare newcomer—the Philodendron Johnsii—has an erect growth, and is particularly suitable for modern offices and showrooms where a large, impressive plant is required.

## A PERSONAL NOTE

FROM *John*

Phone: Tucker 6-3191  
*John's*  
PLANTS • SEEDS • BULBS  
Apopka, Florida



John Masek

You'll Make PROFITS And Something MORE...  
Yes, this 140-plant Assortment of sturdy green plants will bring you:  
new customers  
extra sales  
bright new color in your store

After 25 years in this business, the thrill of producing healthy, thickly leaved indoor plants, and developing new varieties is fascinating. It never grows stale. To bring new beauty to a waiting world is my privilege—and now YOURS.

Put in this thrilling assortment. Cash in on the years I put into developing these hardy house plants:

1. 140 INDOOR EVERGREEN FOLIAGE PLANTS IN PLASTIC POTS, READY TO PLACE ON DISPLAY.
2. FULL INSTRUCTIONS ON THE SIMPLE CARE OF THESE PLANTS TO PRESERVE AND INCREASE THEIR EYE-APPEAL AND CHARM.
3. HELPFUL HINTS ON HOW TO DISPLAY THE ASSORTMENT TO THE BEST ADVANTAGE.
4. UNCONDITIONAL 30-DAY GUARANTEE OF SATISFACTION. Fill out, and get that card in the mail TODAY. Make me prove my claims.

Your order should be the beginning of a long and profitable business relationship for both of us.

Your friend  
*John Masek*  
John Masek



As guest editor of "Florists Exchange and Horticultural Trade World," Mr. John Masek recently wrote an item entitled "Know Your Market."

First in importance, according to Mr. Masek, is "knowing yourself," but "knowing your market and your customers," rates a very close second where increasing sales volume and building good public relations are concerned. As owner-manager of John's Nurseries, he is a well-known specialist in indoor-growing ornamentals for the moderate price, mass market. A graduate of the University of Chicago in 1923, Mr. Masek continues to keep up to date on consumer buying trends, business developments and current research.

## THESE FOLKS LIKE YOU

### ALL OVER AMERICA PRAISE

*John's*

### PLANTS AND SERVICE

#### ENJOYS FAST, EFFICIENT SERVICE

The pleasure has been all mine over the past three years to be on the receiving end of your fast, efficient service. You certainly have a flexible organization that means good will and profits for all who handle your fine plants.

P. H. Brooks 5 & 10 (LA)

#### FLORIST PRAISES QUALITY

If all plants shipped to Florists compared with the quality of yours, we and many others in our field, wouldn't ever have to complain.

Chas. S. Puente,  
Greenhouse (WIS)

#### GOOD CUSTOMER REACTION

We were very pleased with the plants that you sent. They arrived in good condition and we had a very good customer reaction to them. We are enclosing our order for additional plants and would appreciate your sending them as soon as possible.

United Merchandise Corp.  
(ALASKA)

#### SEND ANOTHER ASSORTMENT

Enclosed find check for shipment of plants just received. These plants arrived in excellent condition and look fine. Please send another assortment just like them.

Vancil's IGA Store (ARK)

#### ENTIRELY SATISFIED

Am entirely satisfied with your plants and your prices. I was able to make a nice profit and to please my customers with assortments as received.

Farthing's Grocery (N.C.)

#### SOLD ONE-THIRD SAME DAY

Received your shipment of plants this afternoon at three o'clock. At eight o'clock, I had sold about one-third of the shipment. Please enter my order for another "Special Assortment" and an additional order for fifty Gardenia Plants.

Bertilson's Hardware (CONN)

HERE'S YOUR  
\$36 SPRING 1956

## ASSORTMENT

DOUBLE YOUR MONEY—OR BETTER

SELL  
THESE PLANTS  
FOR \$72  
OR MORE



AZALEAS



POTHOS



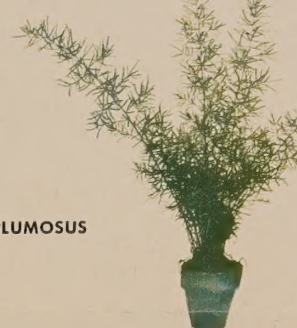
PODOCARPUS



SANSEVIERIA ZEYLANICA



ASPARAGUS PLUMOSUS



ASPARAGUS SPRENGERII



IVY



PALMS



JOHNSII



VARIEGATED NEPHTHYTIS



VARIEGATED PEPEROMIA



SANSEVIERIA HAHNII



DRACAENA



PHILODENDRON



SANSEVIERIA LAURENTII

## MAIL THIS CARD TODAY!

(You'll be glad you did)

YOUR SATISFACTION IS GUARANTEED; I'll rush your order by low second class express, charges on delivery. SEND NO MONEY. Display the plants for 30 days—PAY OUT OF YOUR PROFITS!

Dear John:

I'm glad to try your \$36 Assortment of indoor-growing Foliage Plants which retail at \$72 or more.

YOU GUARANTEE THAT THESE PLANTS WILL SELL and that I have 30 days to pay for them out of MY PROFITS.

Signed \_\_\_\_\_

Library  
U.S. Dept of Agriculture  
Washington 25, D. C.

Are your name and address correct—Make corrections on this card.

*John's*

PLANTS • SEEDS • BULBS

Apopka, Florida







# YOUR CUSTOMERS WILL BE DELIGHTED

WITH THESE CHOICE  
INDOOR PLANTS THAT MAKE  
**\$36 PROFIT** (OR MORE) FOR YOU

Every one of your customers—especially the real plant lovers—will find something in this varied assortment to delight them. They'll be attracted by the glossy freshness of the leaves; they'll enjoy the different sizes and shapes of the plants; they'll be intrigued with the *new* varieties, some very difficult to obtain. This is truly a STUNNING assortment of the HIGHEST QUALITY, strongest, newest plants, that will attract favorable attention wherever they are displayed. They're the finest business stimulators you could carry. I don't hesitate to say that you'll make \$36 profit, or more, with this delightful assortment in LESS than 30 days. In fact, if you're like my other customers, I'm safe in predicting that you'll be reordering before the 30 days are up. That's why I can make my famous 30-DAY NO-RISK MONEYMAKING GUARANTEE!



Here's John in one of his greenhouses with Verne Buck on his right and Mrs. Ruth Harper, both of whom have been with him for 25 years. They're proudly examining a *Philodendron Johnsii* plant noted for the beautiful symmetry of its leaves. Due to their special equipment and facilities, John's Nursery has had exceptional success in the development of this particular variety.

## KEY

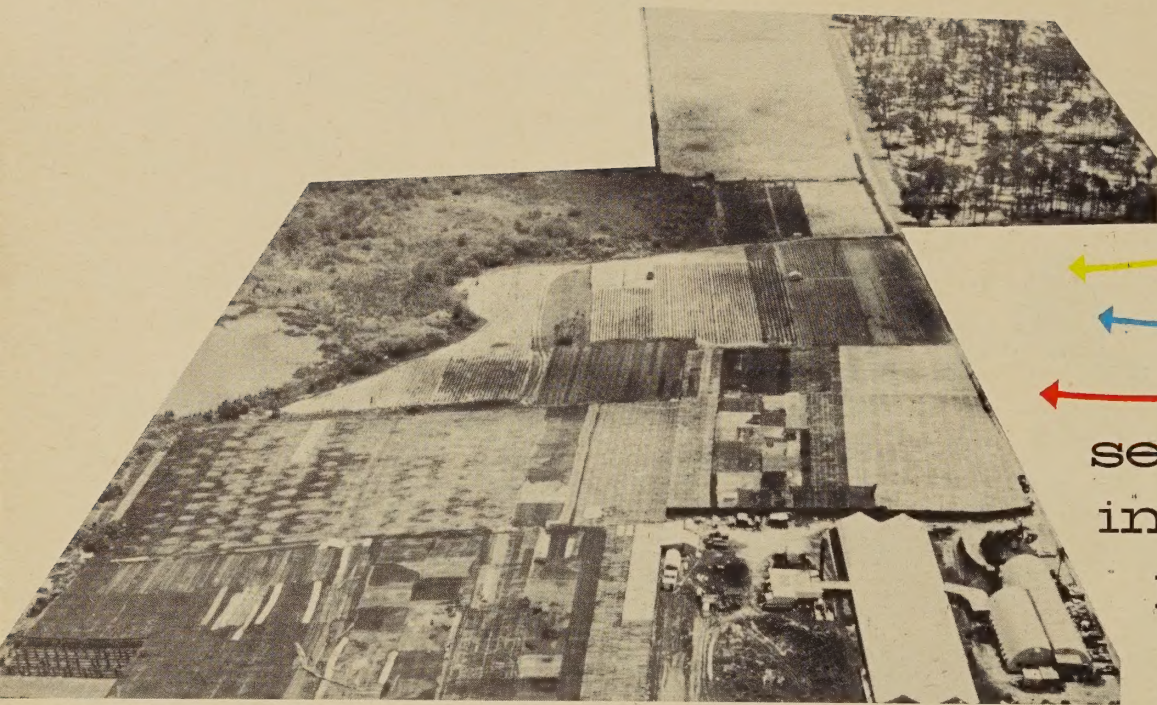
- |                                 |                              |
|---------------------------------|------------------------------|
| 1. <i>Philodendron Monstera</i> | 6. <i>Neanthe Bella Palm</i> |
| 2. Chinese Evergreen            | 7. <i>Crassula</i>           |
| 3. <i>Philodendron Hastatum</i> | 8. 3-Plant Combination       |
| 4. <i>Sansevieria Zeylanica</i> | 9. <i>Sansevieria Hahnii</i> |
| 5. Hahn's Ivy                   |                              |

**MAIL THE POSTAGE-PAID  
NO-RISK POST CARD  
INSIDE**

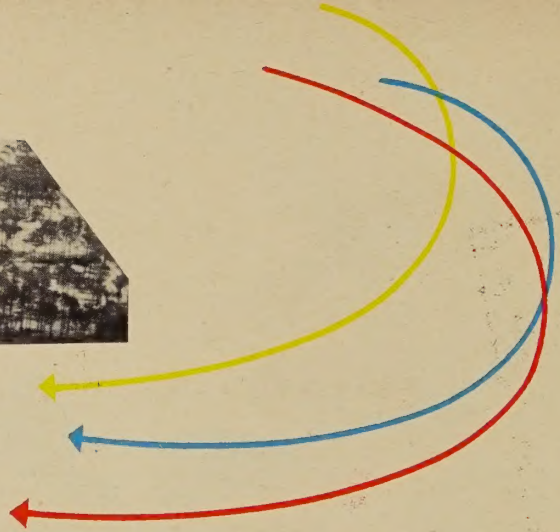
## KEY

- |                                 |                                 |
|---------------------------------|---------------------------------|
| 1. <i>Philodendron Johnsii</i>  | 6. <i>Dracaena Godseffiana</i>  |
| 2. <i>Philodendron Pertusum</i> | 7. <i>Philodendron Cordatum</i> |
| 3. Grape Ivy                    | 8. <i>Pothos Marble Queen</i>   |
| 4. <i>Philodendron Dubium</i>   | 9. <i>Sansevieria Laurentii</i> |
| 5. <i>Peperomia</i>             |                                 |





On the 22 acres of John's nursery, choice varieties of indoor evergreen foliage and blooming plants are brought to the peak of perfection. Then they are packed and shipped in these modern, scientifically equipped buildings.

Three curved arrows, one yellow, one blue, and one red, originate from the top right and point towards the text.

sell more  
indoor evergreen  
plants from

**John's**